

# Spirits company unveils world's first AI humanoid robot CEO

[CANDACE HATHAWAY](#)

NOVEMBER 06, 2023

A Colombian spirits company recently unveiled the world's first artificial intelligence-powered humanoid robot CEO of a global company.

[Dictador](#), a luxury rum producer, initially announced in September 2022 that it had hired the human-like robot as its CEO. The robot, named Mika, is the “official face” of the company.

“This bold move consolidates the company’s position as one of the most advanced and thought-leading organizations globally,” Dictador’s website states. “It underlines the brand’s passion for new technology and offers a positive disruption by bringing the future to what can still be a very traditional world.”

Mika, created by Hong Kong-based Hanson Robotics, was customized to align with Dictador’s values.

Hanson Robotics CEO David Hanson expressed the importance of “humanizing” artificial intelligence systems.

Hanson told [Fox Business](#) last week, “I feel very strongly that we need to teach AI to care about people for AI to be really safe, to be really, really good. I think humanizing that is a very important direction.”

Mika is a more advanced version of [Sophia](#), “her sister prototype,” unveiled in 2016. Sophia was the world’s first robot citizen and first robot innovation ambassador for the United Nations Development Programme.

At Dictador, Mika is responsible for leading the spirits company’s growth by assisting with communication and strategy planning, Reuters reported in September. When Mika was first brought onto the team, she was assigned to find potential clients. Now, the humanoid robot is searching for artists to design custom bottles of rum.

“My decision-making process relies on extensive data analysis and aligning with the company’s strategic objectives. It’s devoid of personal bias, ensuring unbiased and strategic choices that prioritize the organization’s best interests,” Mika stated.

The robot explained that she does not take weekends off.

“I’m always on 24/7, ready to make executive decisions and stir up some AI magic,” Mika said. “But, hey, I don’t mind. I’m here to help Dictador take over the world.”

Dictador’s president, Marek Szoldrowski, told Reuters that hiring Mika as CEO is not just a gimmick.

“Her data-driven capabilities and whatever she is bringing is a big feature and a great advantage for the company,” Szoldrowski stated. He noted that Mika would not be firing any employees and that humans would still be needed to make significant decisions within the company.

“It’s a bright future and we are living in the very dynamic changing world,” he added. “For us, its a quest for what will be the future of the companies like ours. So we simply believe it’s worth it to involve AI.”

Retrieved January 28,2024 from [Spirits company unveils world’s first AI humanoid robot CEO | Blaze Media \(theblaze.com\)](#)